

Oneida County Tourism Council
MAWWAC, Minocqua, WI
Monday, April 6, 2009 1:30 pm.
MINUTES OF MEETING

In attendance: Peter Wolk, Gary Baier, Dan Kuzlik, Connie Madden, Teralyn Fritz, Diane Hapka, Beth Poast, Kari Zambon, Pat Broukal

Guests: Giles Morris, Rhinelander Daily News, Tom Bird, OC Snowmobile Council

1. Call to order by Hapka 1:34 PM.
2. Approve agenda for today's meeting (Baier/Wolk).
3. Approve minutes of February 2, 2009 .(Kuzlik/Wolk)
4. Approve Treasurer's report approved. (Wolk/Kuzlik)
5. Approve invoices. Pilch invoice of \$6500 for Artist Interactive submitted and January and February \$17,833.40. Approval of invoices(Wolk/Baier)
6. Dates of future meetings. May 4- RACC; June 4-Three Lakes (tba). Discussion of future meeting frequency. Monthly meetings will be scheduled going forward.
7. Education Committee – Tabled.
8. Grow North and OCEDC – Kuzlik reported that OCEDC is focused on bringing broadband into the area.
9. ITBEC Report –Baier reported on the conference planned for June 14-15 in Lac du Flambeau. ITBEC attended the Canoecopia (sport show) in Madison and will be going to the sport show in Oshkosh in early August, just before the air show.
10. OCTC community relations report. The WIGCOT (Governor's Conference on Tourism) highlighted the importance of regional coop efforts. The new state slogan and logo were introduced: "Live like you mean it." The end of the state operated welcome centers was announced at the conference, with the areas affected being asked to man the centers. A discussion of the WIDOT regional areas divisions and names were discussed. Zambon will follow up.
11. Pilch & Barnet Report- The culinary JEM grant will be applied for.
12. Monthly Budget Report(from P&B)- Deferred
13. State Tourism Department update – Deferred
14. Oneida County resort tour – Jan Santorius and Jenny Black have volunteered to coordinate a spring '09 tour. Date set for Thursday, June 4th. It will begin at the Point with continental breakfast and a speed networking session. Black's Cliff Resort, Eagle Shores and a 3rd resort (TBA) will be visited. Lunch and a speaker(Tracy Carson, of Boelter and Lincoln)will follow. Pilch & Barnet will help with press releases and public relations. Mailings will be done through the Chambers and Vilas County will also be invited.

2. Oneida County Artists Interactive venue to be Minocqua (Rhinelander's Holiday Acres will be the fallback location) for 2009.
3. Business survey approval. Tabled
4. Regional Partnering update. O.N.E. (Original Northwoods Experience) report- Hapka reported that an agreement had been drafted and OC corporate counsel is looking at it. It will then go to Vilas corp. counsel. Brian Black has volunteered services to design a O.N.E. Logo. The committee is also working on drawing in more partner destinations. Pilch and Barnet is working on developing a web presence. And creating a plan and budget, anticipating a \$15-20,000 joint county contribution. OCTC is anticipating a surplus from '08 which may be applied to O.N.E. Motion to allocate up to \$10,000. to be matched by Vilas County Promotion Committee. The contributions from Oneida and Vilas must be matched (equal). The next ONE meeting is scheduled at MAVWAC April 30.
5. Regional promotion opportunities. No updates
6. Public comment/communications. Tom Bird reported on a proposed extended muzzleloader season and the negative effects that would result for tourism and winter outdoor sports. There is a meeting scheduled this week at the JWJHS beginning at 6:30 p.m. Bird encouraged everyone to attend the hearing. Zambon will draft a letter to Sen. Holperin, Rep. Meyer, Rep. Friske, DNR Sec. Matt Frank, and WIDOT Sec. Trumble asking opposition to the change. Kuzlik reported that Rhinelander District Library and the UW Extension have applied for a grant to bring a 2010 Smithsonian Exhibit to the area. This would be a great attraction and would bring people to see it.
7. Items to be included on next agenda. BINGONEIDA report next month.
8. Adjournment – 3:15 PM (Madden/Wolk)

Respectfully Submitted,

Kari Zambon

OCTC Secretary

